

# Exhibit A

# Christianbook Catalog Buyers Mailing List

Christianbook (formerly Christian Book Distributors) catalogs carry a wide variety of books, Bibles, commentaries, videos, CD's, software, children's products, gifts, art and more.

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## SEGMENTS

COUNTS THROUGH 02/28/2022

3,264,000 TOTAL UNIVERSE / BASE RATE	\$95.00/M
1,964,800 0-12 MO. BUYERS	\$95.00/M
1,169,000 0-6 MO. BUYERS	\$105.00/M
1,368,300 0-12 MO. BOOK BUYERS	+ \$17.00/M
644,700 0-12 MO. CHILDREN'S PRODUCT BUYERS	+ \$17.00/M
701,200 0-12 MO. GIFTS & HOME PRODUCT BUYERS	+ \$17.00/M
1,300,300 13-24 MO. BUYERS	\$90.00/M
49,000 0-12 MO. CHURCH CUSTOMERS	+ \$17.00/M

## DESCRIPTION

Christianbook catalogs include a wide variety of books, Bibles, commentaries, videos, tapes and CD's, software, children's products, gifts, framed art, and more. The best products from varied publishing houses are available at discount prices.



These catalog and ecommerce customers are active Christians who have purchased books and other products to help them grow in their faith. They are highly educated and come from many denominations. They are actively involved in their churches and are frequent contributors to charitable offers.

**NOTE: Donor Masterfile and Ethnic & Religious enhancements are available!! Please inquire for segment options.**

POPULARITY: \*\*\*\*\* 100

MARKET: BUSINESS AND CONSUMER

CHANNELS:

SOURCE: BUYERS, CATALOG, DIRECT RESPONSE

PRIVACY: UNKNOWN

DMA?: YES - MEMBER

STATUS: STANDARD PROVIDER

GEO: USA

GENDER: 63% FEMALE 30% MALE

## SELECTS

\$25+ BUYERS	\$7.00/M
\$50+ BUYERS	\$12.00/M
\$75+ BUYERS	\$17.00/M
ADDITIONAL PRODUCT	\$17.00/M
AGE	\$10.00/M
GENDER	\$8.00/M
SCF	\$8.00/M
STATE	\$8.00/M
ZIP	\$8.00/M

## ADDRESSING

KEY CODING	NOT AVAILABLE
WEB UPLOAD	\$79.00/F

## RELATED LISTS

- [MEREDITH DATABASE - CUSTOM MODELING](#)
- [WILAND](#)
- [NONPROFIT/FUNDRAISING/DONOR DATABASE](#)
- [ALLIANT DIRECT AUDIENCES - MODELING](#)
- [I-BEHAVIOR DATABASE](#)
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